



UNITED ARAB EMIRATES MEDIA LANDSCAPE

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Country Overview

MOST COMPETITIVE ECONOMY IN THE ARAB WORLD



CAPITAL

Abu Dhabi

GDP

\$414.2 billion

REGION

Middle East

POPULATION

9,830,959

GDP PER CAPITA, PPP

\$69,222

AREA

83,600 SQ.KM

Prior to the discovery of oil in the mid-20th century, the UAE's economy was based primarily on fishing and a pearl industry.

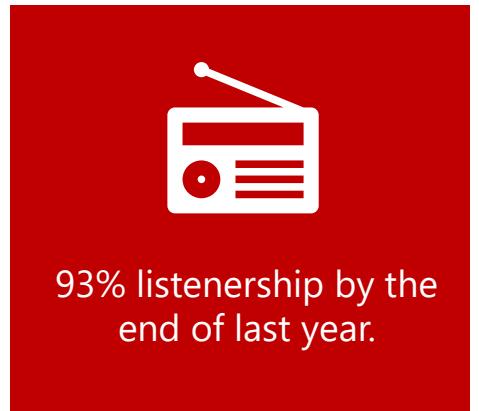
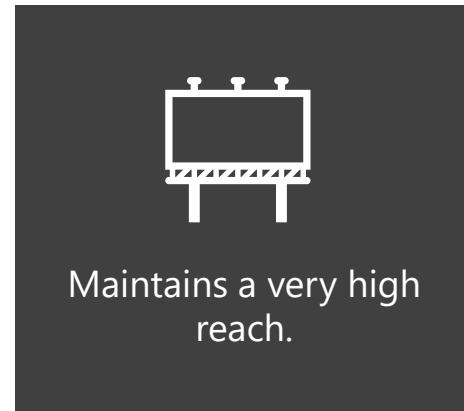
Oil exports transformed the country's economy, making the UAE's per capita gross domestic product on par with those of leading Western European nations

The UAE is known for its two largest cities, Dubai and Abu Dhabi, which draw millions of tourists each year.

Media Consumption Overview

MOST MEDIUMS HAVE HIGH REACH AND CONSUMPTION

Daily Time Spent with Media 2020



TV Consumption

TOP TV CHANNELS

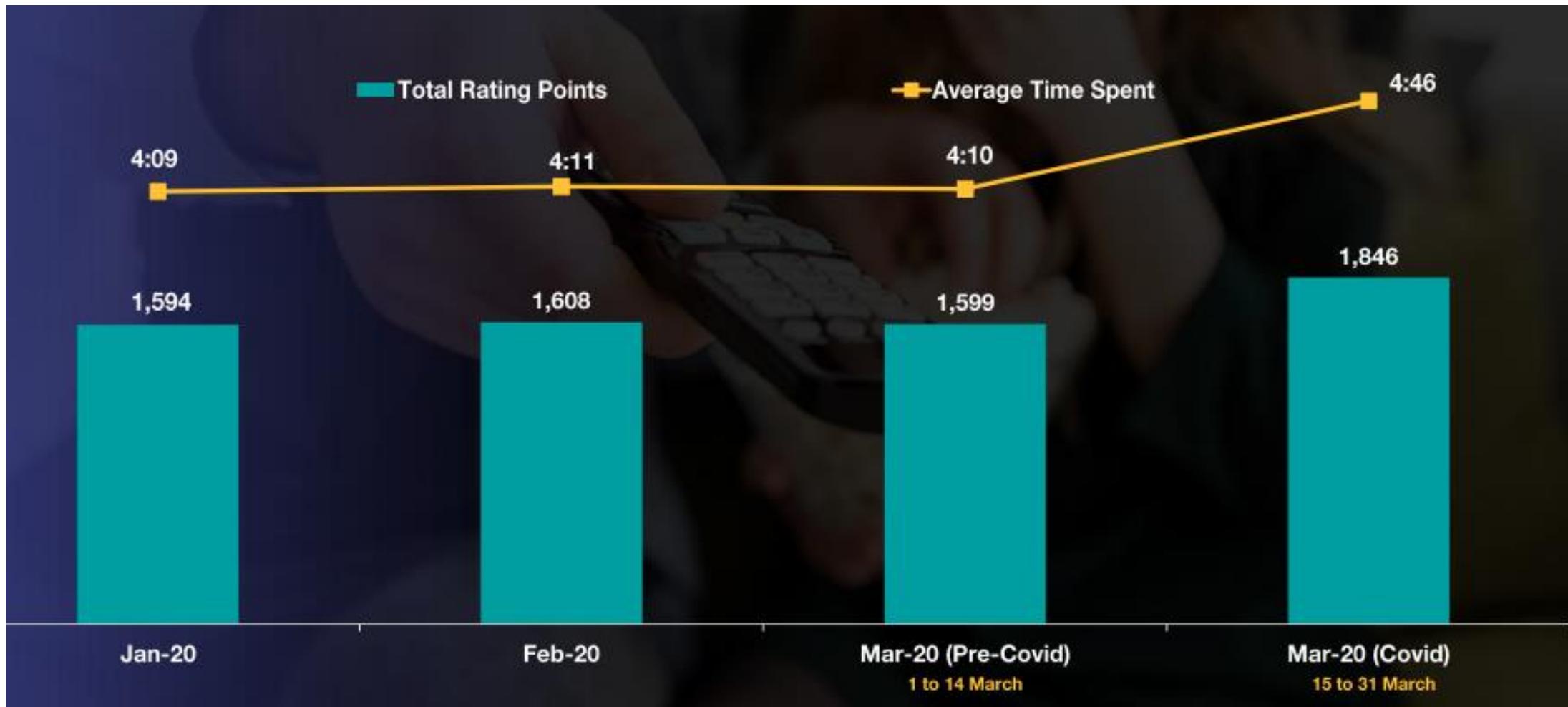
Rank	Channel	Ratings points	Audience Share (%)
1	MBC 1	481	3.12
2	MBC 2	453.3	2.94
3	Asianet Middle East	411.7	2.67
4	MBC Max	269	1.74
5	MBC Action	258.9	1.68
6	Asianet News	177.1	1.15
7	MBC Drama	170.2	1.1
8	MBC 4	167.6	1.09
9	Dubai TV	148.8	0.97
10	Sony TV	138.8	0.9
11	Abu Dhabi Al Oula	136.5	0.89
12	Al Arabiya	128.1	0.83
13	Al Jazeera	127.2	0.82
14	Fox Movies	127.2	0.82
15	Zee Aflam	121.5	0.79
16	Rotana Cinema	103	0.67
17	Mazhvil Manorama	102	0.66
18	MBC 3	94.9	0.62
19	Star Plus	84.4	0.55
20	Dubai One TV	77.9	0.51

- As the current media groups in charge of television operations are governmental bodies, the relative regulations are a fundamental part of operations rather than exterior enforcements as seen across the UAE's media landscape
- MBC channels are the most watched, particularly among expat Arabs

TV Consumption

86% WATCH TV EVERYDAY

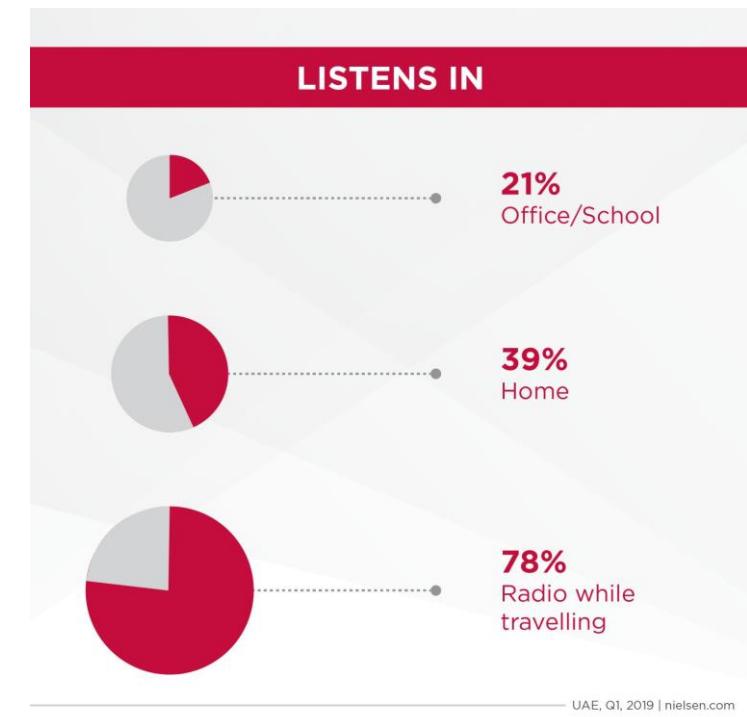
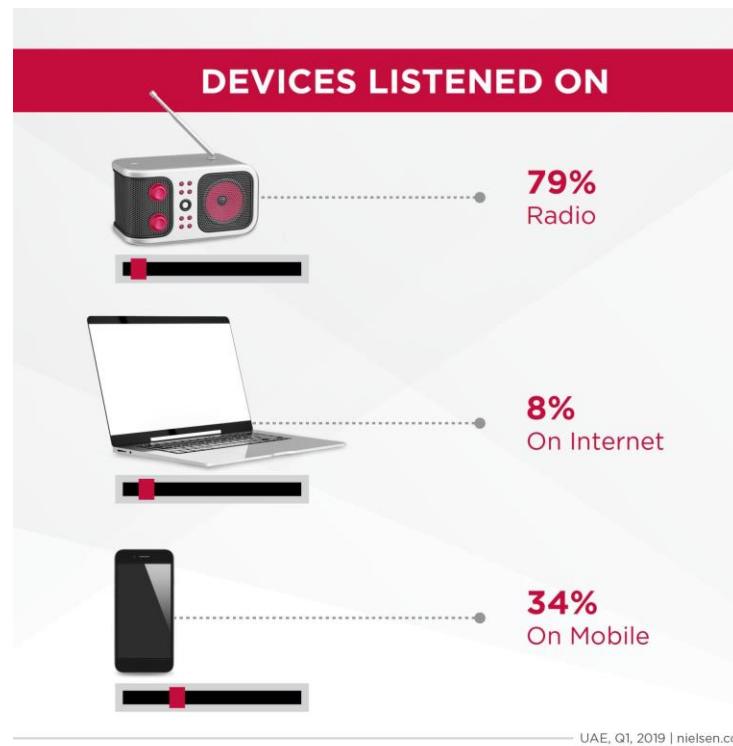
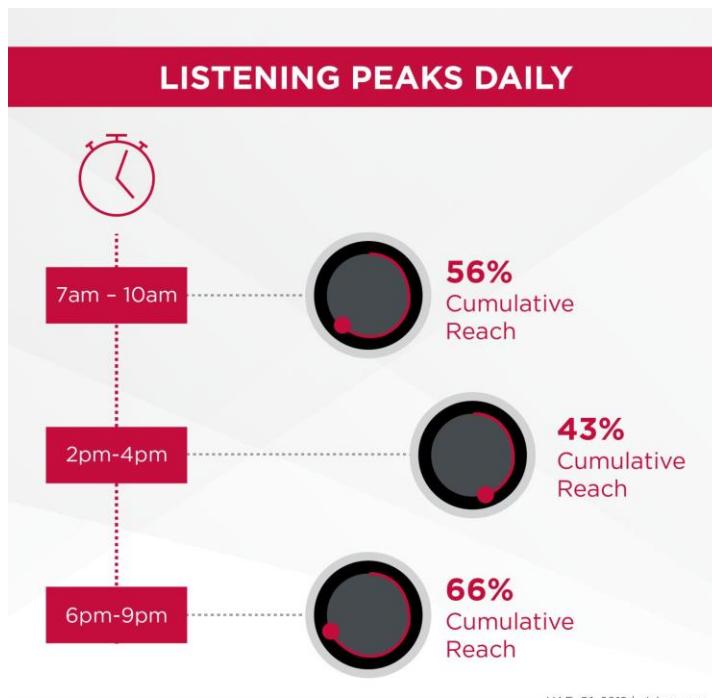
Time spent watching TV during lockdown (2020)



Radio Consumption

78% LISTEN TO RADIO DAILY

- 92% of the total UAE population aged 10 and above tuned into radio every week in 2020
- UAE residents and nationals listened to 61.9m hours of radio during this period
- 100% of the population (aged 10+) listened to the radio in an average week in Abu Dhabi, whilst 90% in Dubai tuned in.



Radio Consumption

TOP RADIO CHANNELS



Virgin Radio Dubai 104.4

The no. 1 English radio station in the UAE, reaching 1,308,000 listeners every week. It is home to the award-winning Kris Fade Show. No other radio station boasts a line-up of the hottest and in-demand presenters in the UAE. Broadcasting the freshest and largest variety of hit music 24/7 Virgin Radio is undoubtedly the people's choice in the UAE.



Al Arabiya 99.0

Al Arabiya is the UAE's no 1 Arabic-language station. One of the most popular feature is the newly launched 40 minutes of non-stop music. Targeting an elite audience of young locals and expat Arabs who are energetic, open-minded and cosmopolitan.



City 101.6

City 101.6 is Dubai's most listened to Asian station as well as the top Indian channel in the UAE, with the highest share of listeners in Dubai and Abu Dhabi.



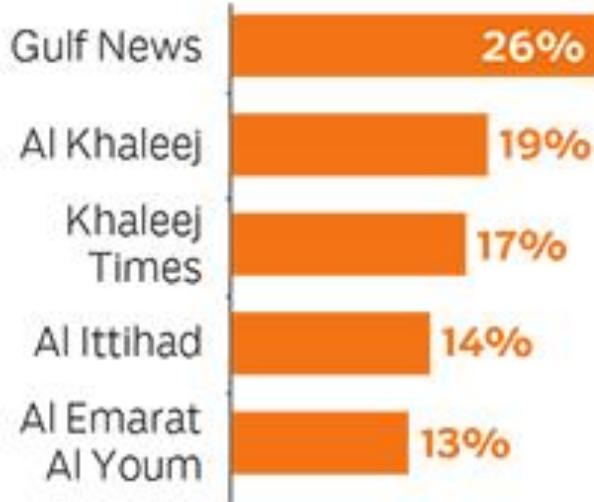
Dubai Eye 103.8

Dubai Eye is a Dubai-based talk radio station owned by Arabian Radio Network, which provides business, news, current affairs, sports, entertainment and special interest programming for a cross-cultural audience.

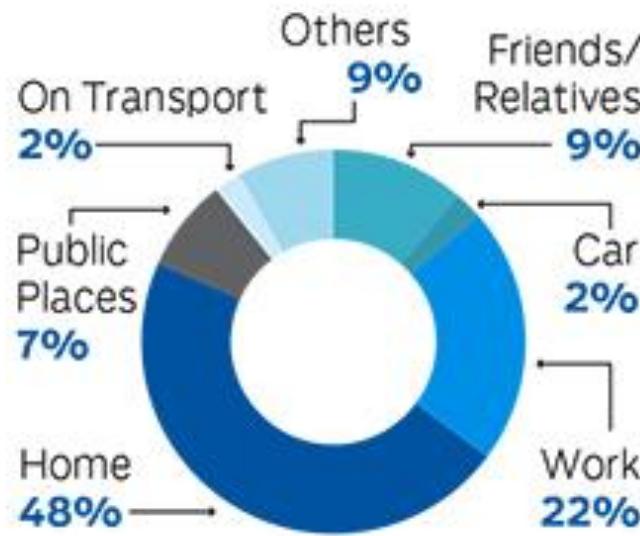
Print Consumption

1H 57M ARE SPENT ON READIND PRESS MEDIA DAILY

UAE's Top 5 Newspapers



UAE's Usual Reading Places



- Al-Ittihad is government owned newspaper
- The country's largest English- and Arabic language newspapers, Al Khaleej and Gulf News, are privately owned
- Print newspapers and magazines are consumed most in the early morning (10 per cent), followed by mid-morning (10 per cent) and then lunchtime (8 per cent)

Digital Consumption

THE NUMBER OF INTERNET USERS IN THE UAE INCREASED BY 1.6% BETWEEN 2020 AND 2021



Digital Consumption

POPULATION SPENDS MOST OF THEIR TIME ON YOUTUBE WHEN ONLINE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO [SIMILARWEB](#)



THE UNITED ARAB EMIRATES

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	307M	10.6M	10M 59S	8.9
02	YOUTUBE.COM	152M	7.51M	22M 57S	12.2
03	FACEBOOK.COM	70.1M	7.25M	7M 47S	6.6
04	INSTAGRAM.COM	32.3M	5.29M	7M 39S	10.7
05	TWITTER.COM	24.1M	4.29M	10M 38S	12.6
06	WHATSAPP.COM	23.2M	3.08M	2M 34S	1.5
07	KHALEETIMES.COM	18.1M	2.84M	5M 09S	3.1
08	AMAZON.AE	14.2M	3.50M	7M 30S	9.2
09	NETFLIX.COM	13.9M	1.00M	9M 56S	4.3
10	GULFNEWS.COM	13.7M	2.69M	4M 59S	5.2

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	GOOGLE.AE	13.6M	1.73M	7M 09S	12.7
12	WIKIPEDIA.ORG	13.5M	3.61M	3M 17S	2.7
13	YAHOO.COM	10.8M	1.50M	7M 34S	5.9
14	XNXX.COM	10.1M	1.08M	2M 24S	15.0
15	ZOOM.US	9.28M	1.75M	4M 18S	3.1
16	OFFICE.COM	8.34M	808K	13M 26S	10.0
17	LINKEDIN.COM	8.20M	1.41M	8M 22S	7.4
18	UVE.COM	7.51M	1.02M	8M 03S	7.6
19	NOON.COM	7.35M	2.34M	4M 58S	7.5
20	AAJTAK.IN	7.20M	1.06M	4M 38S	5.8

Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN THE UAE REMAINED UNCHANGED BETWEEN 2020 AND 2021

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



THE UNITED ARAB EMIRATES

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



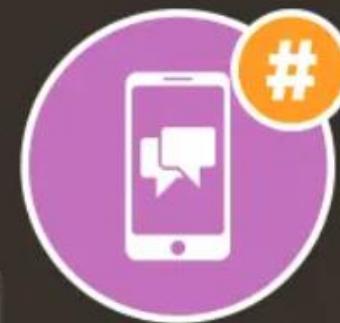
SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



9.84
MILLION

99.0%

0%
[UNCHANGED]

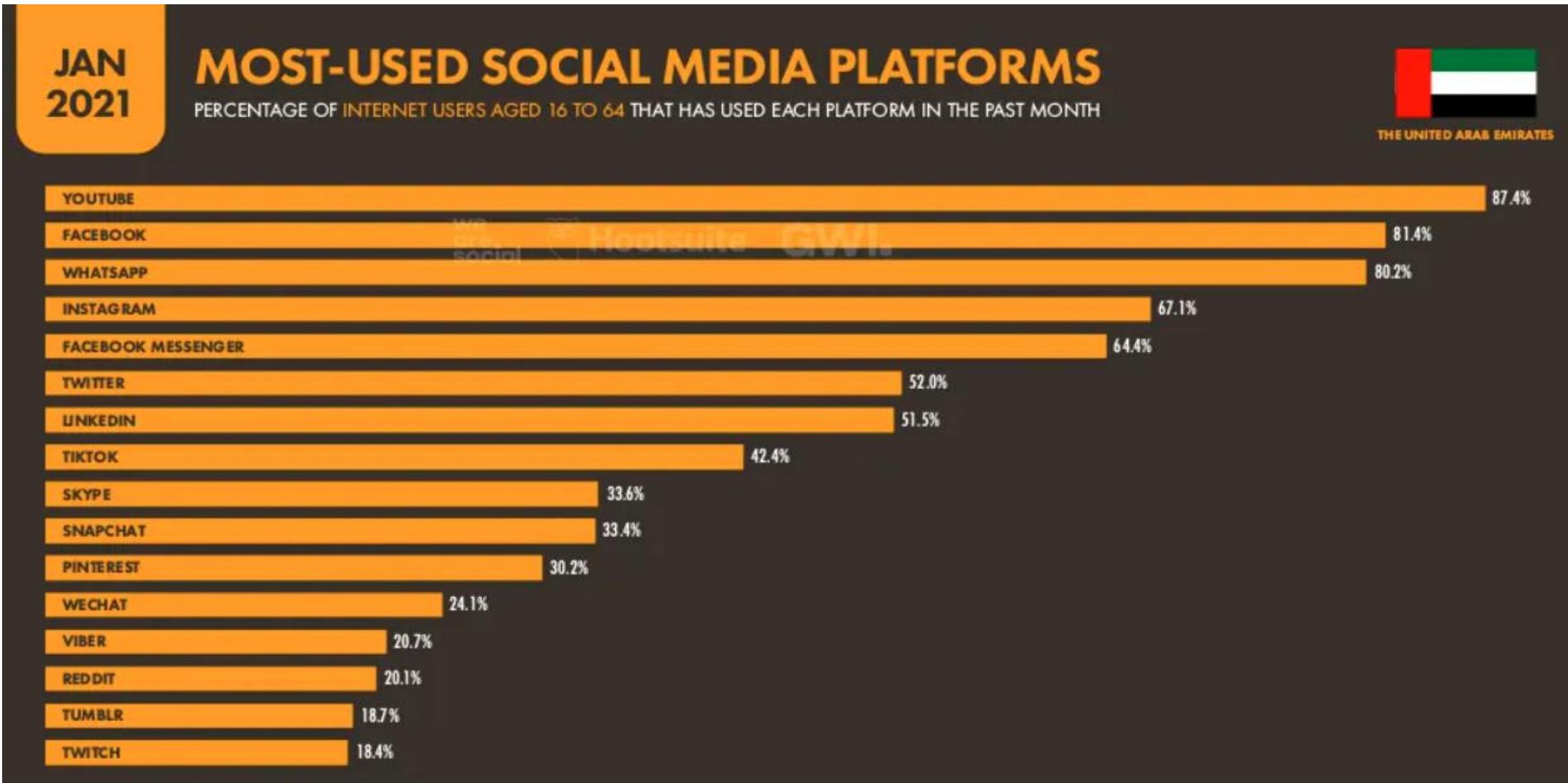
9.76
MILLION

99.2%

KEPHOS

Digital Consumption

YOUTUBE IS THE MOST USED SOCIAL MEDIA PLATFORM FOLLOWED BY FACEBOOK



Outdoor Sites

UAE



Outdoor Sites

UAE



Outdoor Sites

UAE



Outdoor Sites

UAE



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